

ABSTRACT OF THE DISCLOSURE

A sign holder for attachment to a merchandise display shelf including a sign-receiving element and a mounting element in the form of an inverted, J-shaped, member with an elongated mounting panel and a short reverted portion at its upper end. The mounting panel may be engaged in the pocket of a label holder carried by said merchandise display shelf. Alternatively, the mounting panel may be engaged directly in a C-channel carried by a front lip on the merchandise display shelf or the front of a label holder having sign-receiving channels defined on the front face of its cover member. The reverted portion of the mounting element is connected to the sign-receiving element by a resilient connector such as a bead of flexible material to permit slight movement of the sign-receiving element in the event it is impacted when merchandise is placed on, or removed from, a lower shelf.